

# tempo

WINTER 1999  
 &  
 SPECIAL  
 EDITION



KEEPING PACE WITH OUR TRANSPORTATION NEEDS

## DOUBLE ISSUE

As we begin a new century, this double issue of *teMPO* turns its attention to the role public transportation will play in our region's future. How can IndyGo re-invent itself to meet the growing demand for alternative transportation throughout our area? Previously known as "Metro", the recently re-named "IndyGo" wrestles with this question while continuing to meet the current travel needs of an already increasing clientele. Reason for the turn-around? "A re-dedication to customer-service," says new IndyGo Public Affairs Director Mary Lynn Ricks, "along with many operational improvements." Find out what's new and what's being considered to assure that IndyGo continues to play an integral role in helping the Metropolitan Planning Organization (MPO) address regional transportation issues in a truly comprehensive manner. It's all here, along with fun features and fascinating facts, as *teMPO* hops on the bus and gets "in the know" with IndyGo.

## INDYGO'S FIVE-YEAR PLAN

"The concept is simple, but the execution is tricky," explains Roland Mross, IndyGo Marketing and Service Development Director. "We are currently identifying ways to improve our service to better meet the transportation needs of existing



customers, while investigating strategies for addressing the concerns and priorities of potential customers -- those who might ride the bus if our service was more convenient, more responsive, faster, better."

The more things change, the more they remain the same. While undergoing the most comprehensive re-organization in its 25-year history, IndyGo finds itself re-dedicated to the original mission of the region's mass transit provider: meeting the needs of its customers, the transit-reliant. "That's what it's always been about," agrees

*cont on page 6, see Five-Year Plan*

## TRANSIT AND THE NEW MAYOR

Like many city-related corporations, the IPTC watched the recent mayoral race with great interest. IndyGo was pleased to see Mayor Peterson's commitment to improving public transportation in Indianapolis. In *The Peterson Plan*, Mayor Peterson set out a detailed strategy to increase the role public transportation will play in the city's future.

"We were very pleased to see the importance our new Mayor places on mass transit," says Barry S. Bland, IndyGo President/CEO. "Clearly, he has a good understanding of both the operational challenges inherent in traditional fixed route service and the opportunities and benefits offered by thinking "outside the box."

Following is a brief overview of transit-related ideas and perspectives found in *The Peterson Plan* and planned or existing IndyGo initiatives that support them.

*cont on page 8, see New Mayor*



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# ACRO-NYMBLE

Here's a list of the agency and program acronyms mentioned in this issue. Refer to it to keep your understanding letter-perfect.

CIRCL - Central Indiana Regional Citizens League

CIRTA - Central Indiana Regional Transit Alliance

DCAM - Department of Capital Asset Management

DMD - Department of Metropolitan Development

FTA - Federal Transit Administration

IAA - Indianapolis International Airport

IDEM - Indiana Department of Environmental Management

INDOT - Indiana Department of Transportation

IPTC - Indianapolis Public Transportation Corporation

IRTC - Indianapolis Regional Transportation Council

ITS - Indianapolis Transit Systems (defunct)

IUPUI - Indiana University/Purdue University in Indianapolis

MAC - Metro Advisory Committee

MPA - Metropolitan Planning Area

MPO - Metropolitan Planning Organization

OMM - Office of Mobility Management

TAC - Transit Advisory Council

TEA-21 - Transportation Equity Act (for the 21st Century)

# INDYGO AT-A-GLANCE

Currently, only about 2% of Marion County residents are regular IndyGo riders. If you are not among them, or even if you are, you may not be aware of some of these basic facts on our public transportation provider.

## TYPES OF SERVICE

IndyGo provides two basic types of transit service. The one most people associate with the bus company is fixed route service, in which large (30' - 40') buses travel the same route at regular intervals, picking up passengers along the way at designated bus stops. This traditional type of transit service is the "back bone" of most public transportation systems, representing the most people served for the lowest operating cost.

IndyGo currently operates 35 fixed routes, utilizing a maximum of 123 buses or 63 % of its fleet, 7 days a week from 5 AM to 1 AM. Each day, IndyGo provides approximately 30,000 fixed route rides, about 22 per hour, per bus on average.

The second type of bus transit provided by IndyGo is called flexible service. Flexible, or on-demand service, complements IndyGo's fixed route service by responding to expressed transit needs with greater service efficiency and economy. Paratransit programs such as Open Door (for persons with disabilities), the 86th Street Route, Dial-a-Ride and FlexRide are examples of flexible service programs, and the list is growing.

For example, the Open Door Program offers paratransit service to persons with disabilities on an "on-demand" basis. Those in need of transportation call ahead to schedule pick up at a designated address and time. Cost for this service is \$1 per ride, the same as for fixed route service.

"Access-to-Jobs" is another example of IndyGo flexible service. As described in the Autumn issue of *teMPO*, the Access-to-Jobs program service was developed in collaboration with state and local agencies and organizations whose focus is welfare-to-work initiatives. The program is intended to serve both low income and under-employed persons as well as the companies in and around the Airport/Park 100 Zone who would hire them if dependable transportation were not an issue. The target area for employees is the city's Enterprise Community, roughly aligned with Center Township. The Route 9 Airport Zone Service, which started September 12, operates from 5:30 AM to 11 PM seven days a week, arriving at 30 minute intervals during

*cont on page 12, see At-A-Glance*

## ? DID YOU KNOW ?

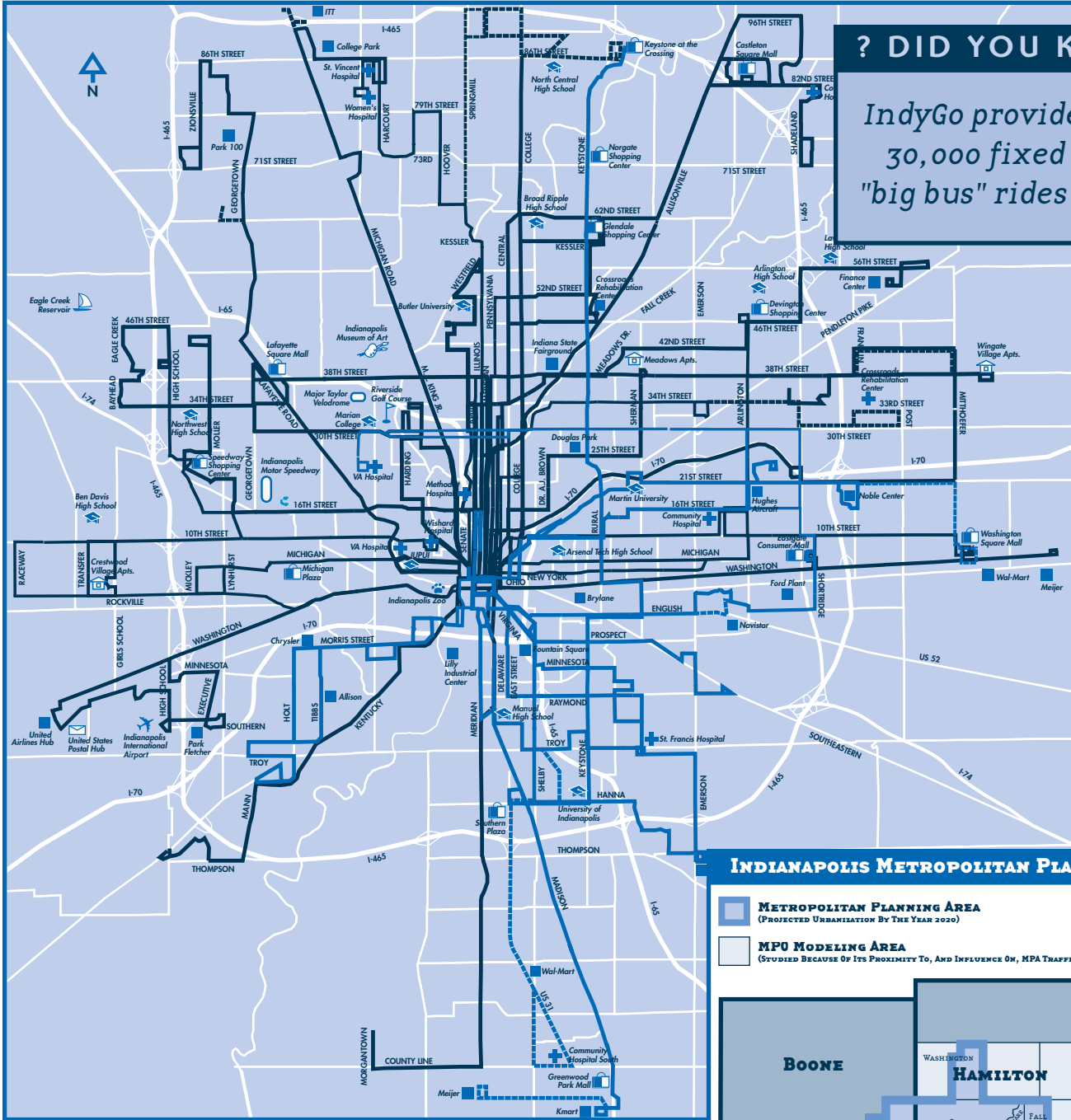
*IndyGo employs about 427 people.*

## ? DID YOU KNOW ?

*IndyGo, located at 1501 West Washington Street, Indianapolis, is headquartered in the city's old Deussenberg factory.*



# INDYGO SERVICE MAP



**? DID YOU KNOW ?**

*IndyGo provides about 30,000 fixed route, "big bus" rides per day.*

## INDIANAPOLIS METROPOLITAN PLANNING AREA

- METROPOLITAN PLANNING AREA**  
(PROJECTED URBANIZATION BY THE YEAR 2020)
- MPU MODELING AREA**  
(STUDIED BECAUSE OF ITS PROXIMITY TO, AND INFLUENCE ON, MPA TRAFFIC)



*Note: all roads on boundary lines are excluded except Marion County's east and south county lines.*



**? DID YOU KNOW ?**

*IndyGo uses small buses and vans to provide about 800 "on-demand" rides per day to persons with disabilities through its paratransit "Open Door" Program.*



## TRANSIT IS IN THE AIR

**I**t may be hard to believe when you're behind the exhaust pipe of a bus, but transit is *good* for the environment.

And, that's great news for areas like the Indianapolis region where air quality has been a touchy subject for some time.

### ? DID YOU KNOW ?

*It costs IndyGo an average of \$2.64 per passenger trip to provide service (1997 figures).*

like it's putting out more exhaust than it should, a bus produces a lot less pollutants than 60 cars would. That's important in an area like ours where people traditionally rely on single occupant vehicle usage."

For this reason, the city's Knozone Campaign has encouraged the use of public transportation since it began in 1997, especially during NoZone Action Days when conditions favor ozone formation. "On these days, the Indianapolis Public Transit Corporation (IPTC) works with us to increase ridership, and reduce the ozone pollution associated with single occupant vehicle usage, by reducing fares," explains Peoni. "A ride that would normally cost you a dollar is just 50 cents – a real bargain."

But that's only the beginning of transit's pro-environment partnership. In 2000, the National Earth Day Organization plans a year-long celebration to endorse public transportation as the wave the future. "With all of the other alternative travel modes they could have chosen, we're proud that transit has attracted their attention and favor," said Mary Lynn Ricks, IndyGo Public Affairs Director. "I think their choice reflects the reality of modern life. People enjoy walking and biking but, day

in and day out, people need a dependable way of getting where they *have* to go – to work, school, the grocery store," she explains. "While we're working hard to improve our service, the National Earth Day Organization is already implying that transit is the best, pro-environment choice for most people."

That's an endorsement worth noting in an area that's flirted with air quality non-attainment status over the last few years. So, does anything stand in the way of growing transit demand, and usage, in the Indianapolis region? "Just two things that I can think of," says Roland Mross, IndyGo Marketing and Service Development Director. "The first would be poor transit service. But I think we've turned the tide on that, because our ridership has increased 5% overall and 7% per month over the last year. And, we're planning more flexible service programs to be even more responsive to our customers' changing transit needs." And, the second impediment to local transit usage? "Lack of sidewalks," Mross says. "While it may not seem like a big issue, lack of sidewalks in many areas of the city, along or leading to major thoroughfares, makes accessibility to bus stops difficult."

The Department of Capital Asset Management (DCAM) spends approximately \$1 million annually in discretionary funds to repair existing sidewalks. Another \$1 million is spent each year on road paving. Because of the tightness of funding, and other competing priorities, the money just isn't available to create sidewalks in all the areas people would like them. "People need sidewalks to get to and from bus stops safely," Mross points out. "With more sidewalks, Indianapolis becomes a more transit-friendly city. This is why my office will continue to work with the City to develop the most effective sidewalk plan and to encourage usage of greenway and bike/ped paths near public transportation routes. Because what's good for transit is good for the environment."

### ? DID YOU KNOW ?

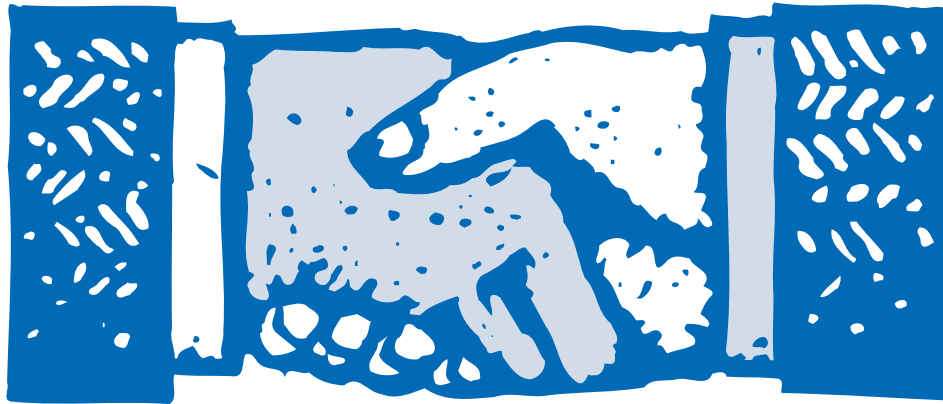
*A person commuting via transit saves about 200 gallons of gasoline a year!*

## INDYGO PARTNERS WITH BUSINESS

Getting down to business has been high on IndyGo's list of priorities for quite a while. Serving the unique and changing needs of local employers is completely consistent with the transit company's mission of offering customer-oriented service to area residents.

As proof, consider two flexible service transit programs started in the fourth quarter of 1999. Access-To-Jobs serves welfare recipients, low income and under-employed residents of the city's Enterprise Zone in Center Township by providing transportation to employers in and around the Indianapolis International Airport (IIA) and the Park 100 area. "We're making a big difference in the lives of people for whom transportation had represented a barrier to employment," says IndyGo Marketing Manager Shannon Joseph "but we're also helping companies interview, hire and retain a more stable workforce among individuals they may not have previously considered. That's good for all concerned."

Late Night flexible service, also transporting passengers from Center Township to the Airport/Park 100 zone, benefits both residents and businesses, too. "A lot of employers in that area have had trouble filling their second and third shifts," explains Roscoe Brown, IndyFlex Transportation Coordinator. "Our new, late night service is in direct response to their employment needs and the needs of the people who want to work there." Similar flexible transit service programs are now being considered for development to meet the unique needs of employers throughout the IndyGo service area.



But partnering with business is not a new idea. Consider IndyGo's program of selling monthly transit passes at a discount to area business who provide them to their employees. "What is new is our interest in identifying and expanding partnership opportunities," says Brown. "Every week, I meet with

### ? DID YOU KNOW ?

*Every \$1 invested in transit results in an economic return of \$1.38 to the area.*

*(source: Indiana Transportation Association)*

more local businesses who have expressed an interest in putting mass transportation to work for them. We discuss their specific employment needs, IndyGo's ability to address those needs with transit innovations, like zone-to-zone service, even data base and van pool coordination partnerships," says Brown. "There seems to be a growing awareness

that IndyGo is serious about serving area businesses and that mass transit can help improve the bottom line."

For more information on how business can put mass transit to work, or how IndyGo can partner with your company, call Roscoe Brown at 614-9318.

### ? DID YOU KNOW ?

*Even though IndyGo adopted a flat, \$1 per ride fare structure in 1998, the revenue generated by the average passenger is still only 70 cents, due to transit pass discount programs.*

### teMPO

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## FIVE-YEAR PLAN *(from page 1)*

Mary Lynn Ricks, IndyGo Public Affairs Director. “Marion County residents are at the top of our organizational chart and our five-year plan to re-invent ourselves really just deals with service improvements that will help us serve them better.”

Are we talking about drastic changes? “We don’t like to use that word,” admits Mross, “because it has a tendency to scare the people who depend on us most. The transit-dependent are afraid that “change” means dropping routes they use or services they rely on. Nothing could be further from our intention,” he explains. “That’s why we’ve committed ourselves to comprehensive study and oversight: to insure that ‘improvements’ translate to new benefits for our customers.”

Two recent examples prove that the right “change” can mean mutual benefit to both company and customer alike.

From 1985 to 1992, IndyGo, then known as Metro, lost 40 percent of its ridership, dropping from 15 million rides annually to 9.2 million. “I believe that loss of customers reflected a number of factors, including the unresponsiveness of our service,” says Barry S. Bland, IndyGo President/CEO. “Back then, we

were still running a “hub and spoke” system, in which all buses came directly downtown (the hub) from suburban routes that radiated out from it (the spokes). That meant that people trying to get cross town, say from Nora to Castleton, would have to travel south and transfer before traveling east.” Once the system was changed to



incorporate more customer-oriented responsive transportation strategies, including flexible service and smaller buses running to zone-to-zone routes, the riders started to come back, reaching 10.5 million annual rides in 1999.

Another example of service improvement or “beneficial change” concerns fare rates. “People used to pay a variety of rates and transfer fees,” says Bland. “As a result, many customers weren’t really sure how much it would cost to ride someplace new.” In 1998, IndyGo instituted a flat rate system, charging \$1 a ride with

## ? DID YOU KNOW ?

*It costs about  
\$35 an hour to  
operate a  
paratransit van.*

free transfers. “That’s a pretty basic change” Bland points out,” but offers the ultimate customer benefit. People should know how much a ride is going to cost before they get on the bus. How else can they budget?” Reaction to the new rate plan has been overwhelmingly positive

Still, identifying service improvements that offer increased customer satisfaction and operating efficiency is not easy. Here, as always, the challenge is in the details.

“The ultimate purpose of our 5-year plan is to expand our service area and clientele while improving on the quality of our service.

That’s a tall order and requires both public input and independent study,” says Bland.

## ROUTES TO ANSWERS

In January, 2000, IndyGo will begin a six-month study with direct bearing on its 5-year Plan. The purpose of the study is to identify dominant customer travel origins and destinations and to recognize dominant traffic patterns. In this way, IndyGo can consider operational improvements to anticipate growing trends and meet existing travel demand.

Other studies from which the IndyGo 5-Year Plan will benefit include research for the Regional Mass Transit Service Plan prepared by The Corradino Group for the Central Indiana Regional Transit Alliance (CIRTA) and IndyGo’s own Park & Ride study which was conducted by Parsons, Brinckerhoff, Quade

*cont on page 7, see Five-Year Plan*

## ? DID YOU KNOW ?

*It costs about  
\$60 an hour to operate  
a big (30’ - 40’) bus.*

## FIVE-YEAR PLAN *(from page 6)*

and Douglas. "This information, along with our upcoming six-month study forms the three-legged stool I'm resting on," says Mross. "Together, this research helps quantify the demand for mass transit in our region, suggests general strategies for implementation, and even identifies possible facility sites and standards."

But consultant studies aren't IndyGo's sole source of input. "Our best ideas come from the people we serve," says Mary Lynn Ricks. "From a public forum held at Nora Library, we learned there are a lot of people having trouble traveling along 86th Street.

These include seniors, apartment dwellers, and North Central High School students trying to get to jobs in Castleton. As a result of this input, a Dial-a-Ride Service along 86th Street was implemented. Now, with a little notice, people can be picked up at their doors and taken to their destinations -- all for a buck!" The success of the program

**? DID YOU KNOW ?**

*About 67% of IndyGo's operating expenses are covered by local sources, such as the fare box and property taxes. The remaining 33% is covered by state and federal subsidies.*

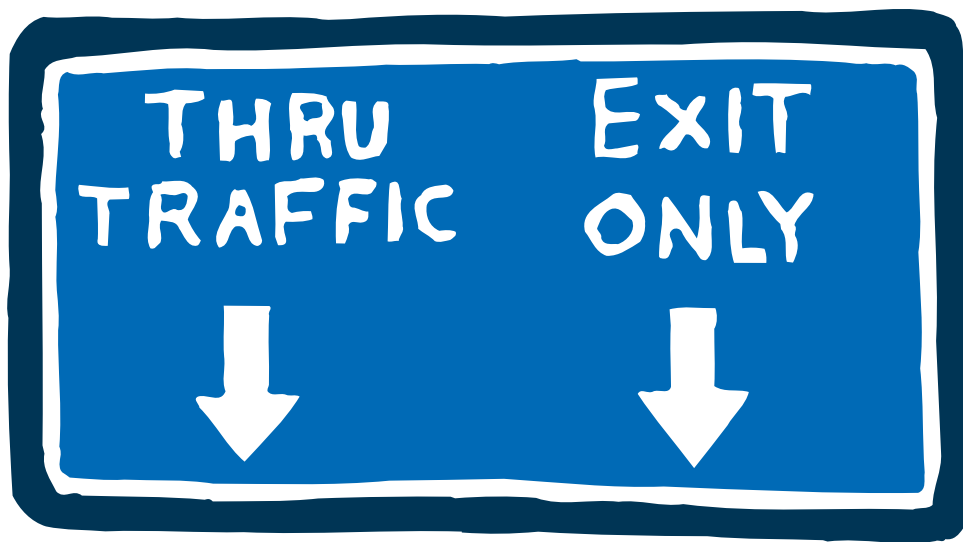
could inspire similar service for the South Side in the 5-Year Plan.

But, no guarantees.

"It's too premature to suggest specifics of the plan at this point," Mross says. "Our choices need to be

"For us, the planners responsible for anticipating and meeting the region's travel needs through our transportation system, transit represents an underutilized tool that can help solve problems like traffic congestion and lack-of-

mobility. That's why IndyGo is represented on both the Indianapolis Regional Transportation Council's Policy and Technical Committees, and why we often collaborate with them on research. The bigger the role IndyGo can play in meeting local travel demand, the better



**? DID YOU KNOW ?**

*In 2000, IndyGo's annual operating budget will be nearly \$34,000,000.*

well evaluated. But I want people to know that everything that is being considered -- new routes, services, even vehicle characteristics -- relates to serving them better. We aren't looking at down-sizing or economizing, but rather at increasing efficiency and providing superior transit service on a regional basis in the future."

It's a goal shared by IndyGo planning partner, the Metropolitan Planning Organization (MPO). "We have a mutual interest in supporting mass transit in our community," says Mike Peoni, AICP, MPO Principal Planner/Acting Manager.

it will be for a region like ours that can no longer build its way out of traffic congestion or rely so exclusively on the single occupant vehicle. Transit must play a more important part in our future."

IndyGo's 5-year Plan is scheduled for completion July of 2000. Throughout the development process, the public will have opportunity for comment and input. The time, date and location of the next Public Forum will be announced. For more information on the development of the 5-Year Plan, call Roland Mross at 317/614-9310.

## NEW MAYOR *(from page 1)*

### **The Peterson Plan**

*Fact: The existing public Transportation system does not adequately serve Indianapolis's commuters or businesses.*



*Fact: Traditional bus service is an expensive, ineffective option for many areas outside the old city limits.*

*Fact: Van pool programs offer advantages over fixed-route buses, particularly in low-density suburban areas. There are usually not enough riders in such areas to support a fixed route bus.*

*Fact: Van pools are less expensive to purchase and operate than buses . . . Van pools can be routed more directly – from home to workplace, and back. That makes them attractive for people who typically*

### **? DID YOU KNOW ?**

*In 2000, IndyGo will provide an additional 40,000 hours of flexible transit service.*

*would choose to drive their cars – and that's an advantage for the environment.*

*As Mayor, Bart Peterson will work with our regional partners to shift the focus beyond traditional fixed-route bus service toward more innovative, cost-effective services that meet the needs of the population and its employers.*

### **IndyGo**

IndyGo is excited to get to work implementing the new transportation initiatives found in *The Peterson Plan*,

including new initiatives focused on flexible and alternative services that use smaller buses and vans to meet the specific transportation needs of identified customers.

IndyGo currently plans to add 40,000 hours of service to its schedule in the year 2000 – *all of it flex service!* Flex service, unlike traditional fixed-route service, directly responds to recognized travel needs of riders to reach identified destinations. As Mayor Peterson explained in *The Peterson Plan*, vans are less expensive to operate than large buses (about \$35/hr compared to \$65/hour) and can be routed more directly.

### **The Peterson Plan**

*Bart Peterson will make Indianapolis's public transportation user-friendly and accessible. Based on where people live and work, the City will identify routes that will best serve the population in order to create an effective and useful public transportation system.*

### **IndyGo**

IndyGo is already working on Mayor Peterson's pledge to identify routes that will best serve the people of Indianapolis. In January, 2000, a six-month study will begin to identify common passenger origins and destinations and dominant traffic patterns. Findings will contribute to the development of the effective and useful transportation system outlined in *The Peterson Plan*.

### **The Peterson Plan**

*To increase ridership and, ultimately, the efficiency of the*

*bus system, riders who have transportation alternatives will be encouraged to use the bus system.*

*One way to*

*increase use is to accommodate convenient access to bus stops by expanding the number of strategically located Park-N-Ride facilities across the City.*

### **IndyGo**

In spring, 1999, IndyGo commissioned a Park & Ride Study to identify potential Park & Ride facilities, focusing on suburb-to-downtown routes with some locations outside of Marion County being identified. IndyGo plans to concentrate on ways to provide Park & Ride convenience to all segments of the city. Study findings will be incorporated into the development of IndyGo's 5-Year Plan.

In addition, the development of this plan will benefit from Park & Ride research commissioned by the Central Indiana Regional Transit Alliance (CIRTA) for its Regional Mass Transit Service Plan and by the Indianapolis Metropolitan Planning Organization for its conNECTIONS study of NorthEast Corridor Transportation.

*cont on page 10, see New Mayor*

# HIGHLIGHTS 1999, GOALS 2000

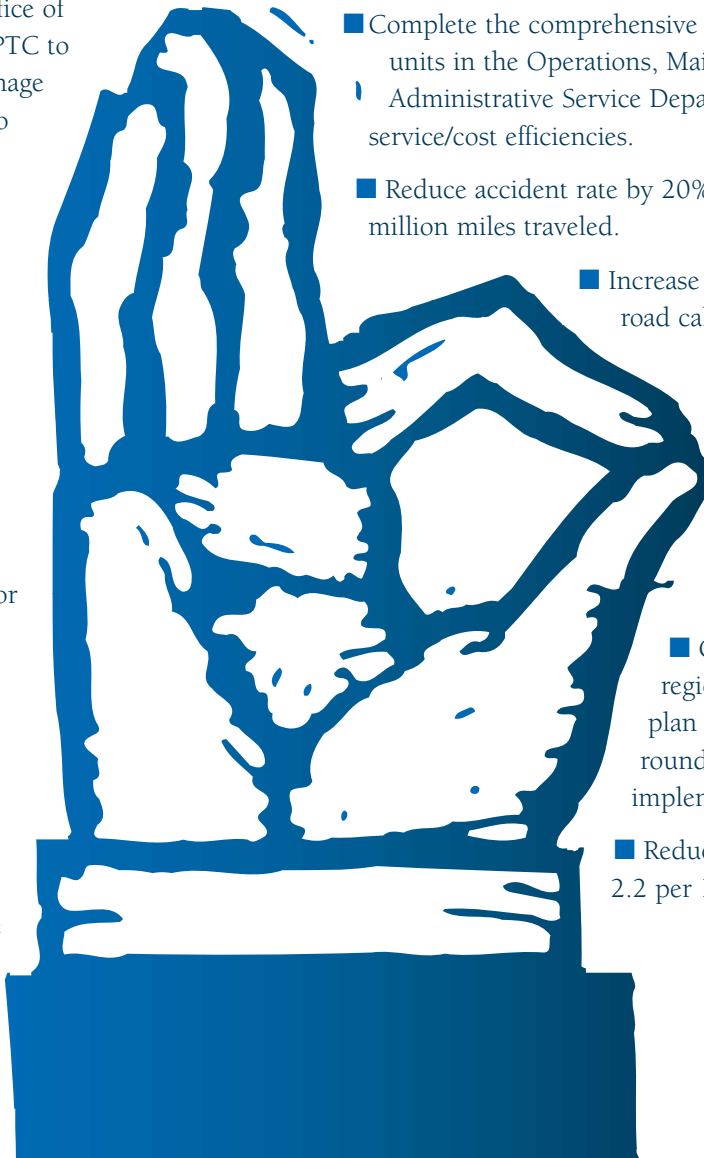
*As IndyGo surveys where its been, and the road ahead, certain milestones stick out. Here's a brief synopsis of recent achievements and upcoming goals:*

## 1999 CORPORATE ACHIEVEMENTS

- Increased general ridership 5% and rides per hour 7%.
- Increased on-time performance for Open Door paratransit service to 93%, from 88% in 1998.
- Converted the 86th Street route from a fixed route to Dial-a-Ride service which cut operating expenses in half while protecting transportation for more than 50 daily passengers.
- Received a \$500,000 federal grant to begin an "Access-To-Jobs" program.
- Merged the operations of the Office of Mobility Management and the IPTC to establish a single promotional image for regional public transit, and to reduce overhead costs.
- Centralized IndyGo's Dispatch Operations to improve service responsiveness.
- Instituted an electronic fare system using card readers.
- Completed a computer upgrade for the corporation's system, including Y2K compliance.
- Increased number of miles between road calls for Open Door Vehicles by 70% from 1998.
- Successfully completed the Federal Transit Administration's (FTA's) Transit and Financial Management Oversight Audits during 1999.
- Completed negotiations on a four-year labor contract with the Amalgamated Transit Union.

## 2000 CORPORATE GOALS

- Complete comprehensive customer service and cultural diversity training for all IPTC employees.
- Increase ridership 5% over 1999 figures.
- Increase Open Door rides per hour to 1.90 from 1999's 1.85.
- Increase on-time performance for Open Door to 95% from 1999 - 2000.
- Implement "Access-To-Jobs" flexible transportation services.
- Complete the comprehensive evaluation of six business units in the Operations, Maintenance and Administrative Service Departments to determine service/cost efficiencies.
- Reduce accident rate by 20% from 1998-1999, or 40 per million miles traveled.
- Increase number of miles between road calls to 7,000 for 1999-2000.
- Execute an internal/external marketing campaign promoting a customer-oriented single image for public transportation program for Marion County and surrounding areas.
- Complete comprehensive regional public transportation plan for the county and surrounding area which includes an implementation strategy.
- Reduce customer complaints to 2.2 per 100,000 rides provided.



## NEW MAYOR *(from page 8)*

### **The Peterson Plan**

*Bart Peterson will work with the business community to create incentives for employees to use public transportation.*

### **IndyGo**

IndyGo is excited to launch Mayor Peterson's Business Alliance as a way to bring together transportation officials and local businesses. Through this effort, IndyGo will develop policies that benefit employers and employees alike.

"We are delighted by the obvious importance the new Mayor places on innovative public transportation and look forward to working with his administration to deliver it to the entire region." said IndyGo President/CEO Bland.

For more information on *The Peterson Plan*, and its views of transit in the Indianapolis region, visit [www.petersonplan.com](http://www.petersonplan.com). on the World Wide Web.



## INDYGO YEAR 2000 CHANGES

- The incorporation of the Corporation's goals for the Year 2000 promoting customer service, operating efficiencies, stable and effective staff, and progress toward a regional transportation system.
- Merging of all Office of Mobility Management and IPTC operations under the direction of the Corporation's Board of Directors and CEO/President.
- Restructuring of the Corporation into 7 departments including Executive, Administrative Services, Marketing and Service Development, Operations, Open Door, Maintenance and Facility Management, and Flexible Services.
- Establishment of a single, comprehensive training office promoting customer service, diversity, safety and conflict management with all employees of IndyGo.
  - Increase Open Door service by adding 12,000 revenue hours.
  - Outsourcing of flexible Services, transit Store and Section 15/Quality Control functions as well as continuation of outsourcing of select transportation services.
  - Implementation of Access-to-Jobs program involving special Federal Transit Administration grant funds (\$500K) and Corporate Route Guarantees (\$400K) including Park 100 guaranteed ride home & hotel employee service.
- Use of \$5.3 million in Federal Transit Administration funding for preventative maintenance (\$4M), Open Door (\$800K) and Planning (\$500K).
- Inclusion of \$8.7 million of state Public Mass Transit Funds (PMTF) as contracted with the City of Indianapolis.
- The marketing of a single image -- IndyGo -- for public transportation in the Indianapolis regional area.
- Increased frequency of service to Routes 29 (E. 38th) and 31 (Greenwood).
- Adding an additional 7,800 revenue hours to commuter and fixed routes.
- Added service in Route 49 to Ameriplex Complex.
- Increase Flexible Service by 10,250 revenue hours during late night and weekends.
- Development of comprehensive "partnership" program with local businesses to promote flexible transit service to enhance employment opportunities and mobility within industrial and high employment centers.

### **? DID YOU KNOW ?**

*In summer of 2000, IndyGo will receive 75 new buses funded with a \$5 million grant from the Federal Transit Authority (FTA).*

## IT'S A WRAP!

The “painted” buses in IndyGo’s fleet, promoting everything from home builders to collegiate sports teams, aren’t painted at all! They are wrapped in vinyl-film by Eller Media, a firm known for providing unique billboard display advertising opportunities.

“It’s very similar to billboard technology,” says Shannon Joseph, IndyGo Marketing Director, “and for a very similar purpose.” We’re partnering with business for mutual benefit. Because of bus transit

advertising, IndyGo is able to generate revenue to cover expenses not met by the fare box,” he explains. “And, advertisers are able to take advantage of a unique promotional opportunity at very competitive rates.”

Consider that the average bus makes 6,500 trips into downtown a week and that roughly 100,000 people work downtown, where traditional billboard signage is at a premium. And

that’s not even considering all of the people the bus passes along the way.

The typical contract period for an illustrated bus is 12

### ? DID YOU KNOW ?

*The average van used for paratransit service lasts 4 - 7 years.*



months, with 6 months representing a minimum.

Production costs run high, from a quarter to a third of total costs, but are folded into the total monthly charge in the \$2,000 to and \$3,000 range for a 12-month contract.

“They’re a real promotional bargain,” says Joseph. “And for special events, there’s no more dramatic or cost-effective way to put your message on the move.”

For more information on IndyGo’s illustrated buses, contact Brent Bolick of Eller Media at 317/634-1900.

### ? DID YOU KNOW ?

*The average big bus costs about \$260,000 and lasts 10 - 12 years.*

## Y O U R M P O S T A F F

... includes these people who would be happy to address your comments or questions on any aspect of the transportation planning process:

<b>STEVE CUNNINGHAM • SENIOR PLANNER</b>	<b>317/327-5403</b>
<b>MIKE DEARING • SENIOR PLANNER</b>	<b>317/327-5139</b>
<b>KEVIN MAYFIELD • PLANNER</b>	<b>317/327-5135</b>
<b>MICHAEL PEONI, AICP • PRINCIPAL PLANNER/ACTING MANAGER</b>	<b>317/327-5133</b>
<b>SWESON YANG, AICP • CHIEF TRANSPORTATION PLANNER</b>	<b>317/327-5137</b>

You may also contact the MPO via its website at [www.indygov.org/indympo](http://www.indygov.org/indympo)

## AT-A-GLANCE *(from page 2)*

peak travel times, 60 minute intervals off-peak. Late Night Service transports shift workers to and from the Airport and Park 100, serving both rider and employer goals.

Open Door Service is available seven days a week, 22 hours a day, from 4 AM to 2 AM, by scheduling a reservation. Flexible Service includes the 86th Street route with service available Monday through Friday from 6 AM to 8 PM. IndyFlex Service, like the Access-to-Jobs Program, is available from 5 AM to 11 PM.

### THE NAME CHANGE

Readers of *teMPO* have heard local bus service referred to by a variety of names, including Metro, The Office of Mobility Management, the Indianapolis Public Transit Corporation (IPTC) and IndyGo. So, what's the scoop?

**Metro** was established as the operating name for local transit in 1975, and has been a part of the city scene for the last 25 years. It is now being replaced by the name "IndyGo".

The **Office of Mobility Management** (O.M.M.) was created by Mayor Goldsmith in 1996 to provide overall coordination of transit service throughout Marion County. This year, the O.M.M. was incorporated into the Indianapolis Public Transit Corporation to provide more effective, responsive and efficient customer service.

Currently, there are only two names you should be hearing when regional mass transit is discussed. They are the

**Indianapolis Public Transit Corporation** (IPTC), which is responsible for providing mass transportation throughout Marion County and some surrounding areas, and **IndyGo** – the new "street", marketing or operating name for all city buses.

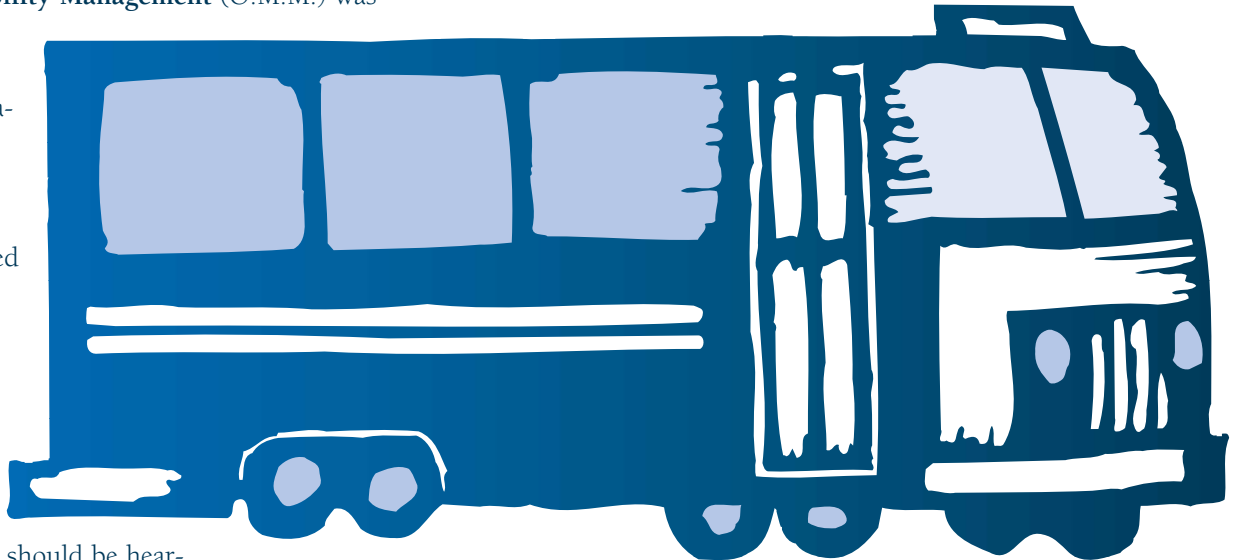
The Indianapolis Public Transit

Corporation is the actual, legal name of our transit system. The IPTC was created by the City-County Council in 1975 when it purchased the facilities of, and took over transit operation from, Indianapolis Transit Systems (ITS), the city's previous public transportation provider.

Over the last year, the name "IndyGo", replacing the old "Metro" name, has started to build consumer awareness and top-of-mind recall. Coaches are being painted with the new IndyGo logo; new IndyGo uniforms have been ordered for all drivers; and, signs and shelters are being updated to reflect the name change.

### ? DID YOU KNOW ?

*IndyGo uses about 145 buses for fixed routes service, out of a total vehicle fleet of 220.*



### SERVICE MISSION

The mission for the IPTC has been the same since 1975 : to develop, coordinate and provide a customer-oriented and diversified public transportation program that is safe, clean and convenient to citizens of Marion County and surrounding jurisdictions

Recent and proposed changes at the IPTC are intended to help better achieve the corporation's mission.

### NEW MANAGEMENT

One of the recent changes has been in management at the IPTC. Below is a brief roster of the people responsible for delivering customer-oriented transit service in addition to those you're likely to see driving the buses or working at the Transit Store.

### ? DID YOU KNOW ?

*The IndyGo Transit Store at 139 E. Ohio Street receives about 1,000 phone calls a day at 635-3344, most requesting route or fare information.*

IndyGo President/CEO: Barry S. Bland - 635-2100  
 Administrative Services (Acting): Steve Klika - 614-9310  
 Marketing & Service Development: Roland Mross - 614-9310  
 Maintenance & Facility Management: John Seber - 614-9309  
 Open Door: Mike Rademacher - 614-9260  
 Operations: Kyle Lomax - 614-9298  
 Flexible Services: Paul Larson - 614-9154  
 Marketing: Shannon Joseph - 614-9314  
 Public Affairs: Mary Lynn Ricks - 614-9239  
 Human Resources: Dawn Clark - 614-9232

transportation needs of area residents and employers because there was no way to serve them using fixed routes.” Bland noted that fixed route service still carries the vast majority of IndyGo riders, a trend that is likely to continue well into the new millennium. “Fixed routes, however, will be used in the future to provide zone-to-zone service,” Bland said, “not the “spoke-to-hub” transit design that used to drag everybody downtown before they could transfer.”

For more IndyGo At-A-Glance information, read the “Did you know?” fun facts located throughout this issue of *teMPO*.

### **FUTURE SERVICE IMPROVEMENTS**

Anticipated changes to IndyGo service build on the success of recent transit improvements. “In the future, we’re looking at more flexible service programs, probably fewer new fixed routes,” says Barry S. Bland, IndyGo President/CEO. “As a result, the public is likely to see more smaller buses on the streets which enable flexible transit service to be more responsive and cost-effective.”

Does that mean that IndyGo is doing away with fixed route service? “Not at all,” says Bland, “just that we’re changing to meet the changing needs of the people we serve. For example, we’ve added Access-to-Jobs and Late Night service, two flexible programs, specifically to meet the work-related

**? DID YOU KNOW ?**

*Local transit lost about a third of its business -- over 5 million rides -- between 1985 and 1992. Since then, 1.3 million rides have come back!*

## WHAT IT COSTS

*Sure, you know it costs a buck to ride an IndyGo bus, but what does it really cost? Here are some financial facts and figures that keep IndyGo moving:*

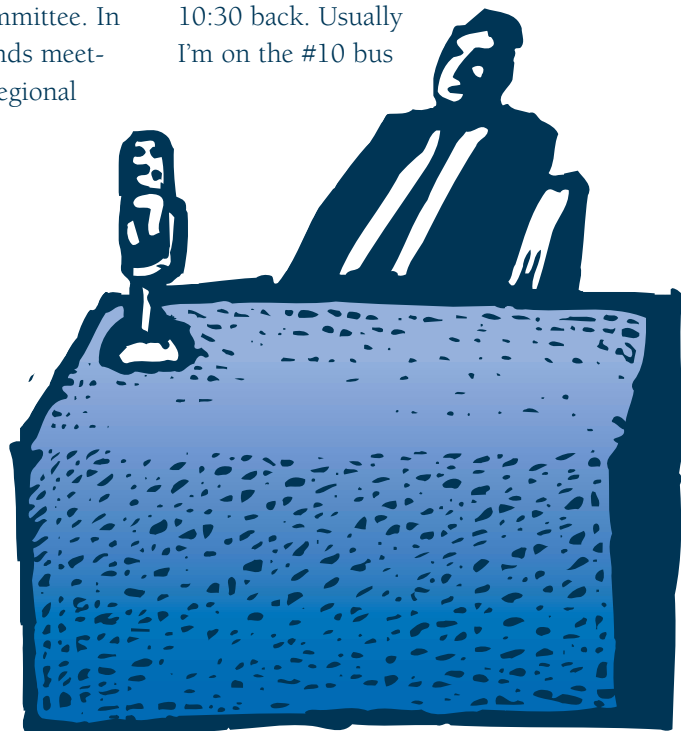
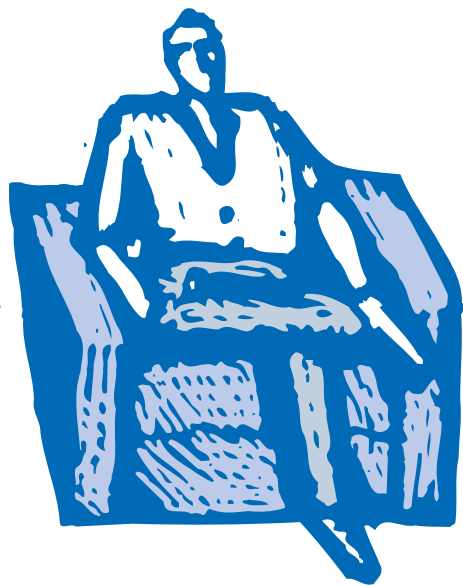
- IndyGo currently operates a fleet of 220 vehicles: 145 large (35' - 40') fixed route buses, 55 paratransit vans which carry 15 - 20 passengers, and 20 support vehicles.
- It costs an average of \$65 per hour to run a big, fixed route bus.
- It costs about \$35 per hour to operate a paratransit van.
- Big buses last between ten to twelve years on average.
- Vans last four to seven years.
- Depending on size, the typical fixed route bus costs \$260,000 to replace.
- It costs IndyGo a total of \$2.64 per passenger trip to provide transit service.
- The average fare collected from an IndyGo rider per trip is just 70 cents, despite the flat rate fare system of \$1 that was begun in 1998. Senior and Metro Works discounts account for the difference.
- IndyGo's total operating budget for the year 2000 is nearly \$34,000,000.
- Approximately 67% of IndyGo operating expenses are paid from local sources, including the fare box and property taxes. (1997 figures)
- About 33% of IndyGo's operating expenses are covered by state and federal subsidies. (1997 figures)
- Every dollar invested in transit results in an economic return of \$1.38 to the region. (Source: Indiana Transportation Association)

## PROFILE OF TWO RIDERS

No special issue on IndyGo would be complete without talking to some transit riders. We've chosen two as a sample of the diverse people, needs, backgrounds and perspectives that drive our local bus service and the more than 10,000,000 passenger trips it provides each year.

Ben still prefers using transit to driving for many reasons and shows it in many ways. In addition to riding IndyGo six or seven days a week, this former Riders Advisory Council member also serves on the Transit Advisory Council (TAC) and as a pro-transit voice on the Citizens Advisory Committee. In addition, Ben frequently attends meetings of the Central Indiana Regional

between 45 to 50 minutes on average. "The time of day I travel varies, but I find the service pretty consistent and convenient," Ben explains. "Lately, I've been working from mid-afternoon to late night, catching the 2 or 2:30 PM bus from home and the 10:30 back. Usually I'm on the #10 bus



**Ben Hill**

Meet Ben Hill, transit activist and life-long rider who takes the bus . . . seriously. "I've probably been catching the bus for 35 or 36 years," he says, "and some of my very early memories are of riding the bus at age five or six."

Transit Alliance (CIRTA) which is currently developing a Regional Mass Transit Service Plan (see the Summer 1999 issue of *teMPO*), and the Metro Advisory Committee which focuses on paratransit and the Open Door Program serving people with disabilities. "Whether they're riding the bus out of choice or need, people rely on transit service as a part of their lives," Ben says. "Indianapolis is certainly a big enough city to provide this basic service. Especially when it's in everyone's best interest to reduce the number of cars clogging our streets."

For his part, 41-year old Ben takes the bus just about everywhere. His most frequent trip is from home to work, and back. Traveling from his Speedway address, just off of High School Road, to his Conseco job downtown takes

which travels 10th Street and passes right in front of my home. But if I miss it, I can always walk four or five blocks to catch the #25 on west 16th".

*cont on page 15*

### ? DID YOU KNOW ?

*Paratransit vehicles used to provide transportation to persons with disabilities average about 1.85 rides per hour.*

Then, is IndyGo service perfect in Ben's opinion? "There's always room for improvement," he laughs. "Because I'm a good customer of local transit's, and one of its biggest supporters, I've already noticed the recent improvements they've made in flexible service, like Dial-A-Ride on 86th Street. And I've seen improvements in fixed route service too, which has always been reliable. They seem to be making progress in the areas of bus cleanliness, driver courtesy and rider conveniences, such as the new \$2 Day Pass. Still, they need to work on big issues, like expanding their service area and improving under-served city segments, and on little things, like having the drivers call out all stops. That's required by law and, yet, I seldom hear it when I'm on board."

How about the future? What's on this frequent rider's wish list for local transit in the new millennium? "More of what IndyGo has already started to provide," Ben says. "More cross-town service, like a 38th Street or west side cross-town bus; improved southside service, like a southside cross-town or circulator bus, and nicer rider facilities, like streetlights, shelters and benches at more stops. And, of course," he notes, "more sidewalks would make those stops more accessible, but that's really more of a City issue than an IndyGo problem."

Though he's out to improve the bus service he uses, it's clear more than self-interest motivates this advocate's transit suggestions. "The better public transportation meets the basic needs of people like me, the better it is for the city as a whole," Ben states. "As service improves, more and more people are likely to use it. Not as a pro-environmental sacrifice, but just as a smarter, cheaper and easier way to travel. Just think of the impact that could have on our future traffic congestion," he says. Clearly, it's a future benefit this lifelong rider is helping IndyGo deliver today.



### Kevin Mayfield

Meet Kevin Mayfield, a Planner with your Metropolitan Planning Organization. Unlike Ben Hill, who relies on transit as his primary mode of transportation, Kevin views IndyGo's service as his preferred alternative to single occupant vehicle usage. "When someone needs my car, or it's in the shop, or if I just don't feel like driving, I've always found our local bus service to be a pretty convenient, reliable fallback," he says.

This Indianapolis native has been a transit rider for more than 20 years, catching the bus at least one or two times a week, and frequently much more often. "Lately, I've been leaving the driving to IndyGo five days a week. It really doesn't take that much longer to get to work and I'm able to read the paper, people watch, or just get lost in my thoughts along the way. It can be a good way to begin or end the work day," he explains. On average, it takes Kevin 25 - 30 minutes to get to his downtown office at the City-County Building from his northwest side home, a distance he estimates at 4 miles or so. He catches the Route 37/Park 100 Bus at the corner of Lafayette and Kessler or the Route 15 Riverside at 30th & Kessler. "At the end of the day, I just walk a block or so to the corner of Ohio & Pennsylvania to head home."

When asked if he's noticed any changes in service since the IndyGo reorganization started, he answers that the service has always been pretty good and remains so. "I know they've got big

plans to expand service but, for me, they've always done a good job. I really have no complaints and have never thought the service was as bad as some people said it was."

How about the future then, Kevin? How would you improve an already good thing? "Well," he says, "winter is here again and, for me, the worst part of using transit has always been waiting for the bus in cold or wet weather. Future improvements he'd like to see include more shelters and benches at bus stops to make the wait a little easier out of the wind and rain. "Of the three bus stops I most often use, none of them have a shelter," he says. [Editor's Note: IndyGo is currently working to develop business and community partnerships that will lead to the installation of more shelters.]

On the whole, this casual user gives transit high marks for the role it can play in both the city's future and his

### ? DID YOU KNOW ?

*There are 10,000  
IndyGo bus stops, 110  
with shelters.*

own. "At a dollar a ride, I can save money by riding the bus, when you consider the cost of car operation, maintenance, gasoline and insurance. Plus, I can avoid having to park downtown which can sometimes be a challenge." For the city, Kevin mentions transit benefits like reduced traffic congestion and the opportunity to improve our regional air quality. "Cars traveling at low speeds, as they do when the roads are congested, put out higher levels of pollutants. Buses give us the opportunity to reduce those pollution levels and the congestion that causes them," he explains. "So, buses are a good choice for me and the city."

## SMOOTH OPERATORS

What would an issue on IndyGo be if we didn't focus at least a little attention on the people who get you from here to there – the bus drivers. Known as Operators within IPTC, these men and women are the face and voice of IndyGo to most of those who ride public transportation on a regular basis.

As such, how each does his or her job receives a lot of attention from both inside and outside the company. No wonder IndyGo values and promotes its smooth operators for the safety, courtesy and professionalism they bring “behind the wheel” with them everyday.

There are currently 275 IndyGo operators. To operate an IndyGo bus, each must receive 5-7 weeks of training, hold a Commercial Drivers License, and pass a series of tests to be certified. Re-certification exams are given annually.

“It's all part of ensuring a professional force of operators,” says IndyGo Operations Director Kyle Lomax. “Our best operators use their past experience to keep their driving and people skills at their peak.”

Keeping Operators at peak performance is also why drivers are assigned to different routes every 8 to 12 months. “If you or I drove the same route day after day, we'd start going on automatic pilot,” explains Lomax. “To avoid this, we move our Operators around on a regular basis.”

Following are just four examples of the very best Operators IndyGo has to offer, as selected by the Operators themselves. “Each proves what a safe, convenient and pleasant experience public transportation can be everyday,” says Public Affairs Director Mary Lynn Ricks, who believes IndyGo drivers belong in the Convention and Visitors Bureau's Good Will Ambassadors Program. “These people are driving more than a bus. They're driving the city's future of mass transit.”

### ? DID YOU KNOW ?

*IndyGo logs 8,700,000 service miles a year!*



#### West Hardy

Years of Service: 16

Mr. Hardy is married and has four sons. He is IndyGo's Lead Training Driver, and enjoys bowling in his off hours.

*“Being a Coach Operator has given me the opportunity to advance, while doing what I love and am good at. It's also been personally rewarding for me to be able to share my knowledge with other operators as part of IndyGo's Training Program. I have a very positive attitude about this company.”*



#### Rhuperdia L. Crowe

Years of Service: 16

Mrs. Crowe is married with nine children – six daughters and three sons. She is a Training Instructor and drives IndyGo routes 15 and 19. Off hours, she enjoys sewing.

*“The best thing about working for IndyGo and being an Operator is the passengers. I am a professional which entails having an instinctive ability to deal with people. I love people and enjoy taking them from point A to point B safely. Being an Operator is a great career with progression.”*



### Jose Manuel Gonzalez

Years of Service: 11 years

Mr. Gonzalez is the father of four boys and a girl. He is a musician and serves as coach-player of the IndyGo basketball team. Though an Operator for eleven years, Mr. Gonzalez has worked in various company jobs for nearly three decades.

*“IndyGo is working to become the best bus company in Indiana. I like being a part of that. As an Operator, I get the chance to give good service to our riders.”*



### Nancy McAfee

Years of Service: 10 months

Ms. McAfee is the mother of seven -- five boys and two girls. She enjoys bowling in her free time.

*“I like working with, and helping, people. And I really enjoy the driving.”*

## “PUBLIC” TRANSIT

In its current effort to improve both the scope and caliber of its services, IndyGo benefits from the interaction and participation of several community-based organizations as planning partners. These not-for-profit groups serve as informal sounding boards, oversight committees and public forums, insuring that the people who use mass transit in Central Indiana have a say in how it is run. Their ideas, concerns and suggestions provide a wealth of information and insight to a public transportation provider who puts the citizenry it serves at the top of its organizational chart.

The Transit Advisory Council (TAC) is a 21-member advisory group created to provide citizen input on proposals to improve the local transit system. TAC's planning and operations

sub-committees review suggestions and considerations on issues concerning everything from bus routes to shelter locations. Their recommendations are then presented to IPTC's full board meetings for discussion. TAC meetings are held monthly and are open to the public. To find out the time, date and

### ? DID YOU KNOW ?

*IndyGo's most traveled routes are Route 10 along 10th Street, Route 8 along Washington Street and Route 39 along east 38th Street.*

location of the next TAC meeting, call IndyGo Public Affairs Director Mary Lynn Ricks at 635-2100.

The Metro Advisory Committee (MAC) focuses on the unique concerns and challenges faced by people with disabilities when riding public transportation. MAC provides a forum for their ideas and suggestions and offers procedural and policy recommendations to IndyGo as ridership among this group increases. MAC recommendations also aid IndyGo in addressing Americans with Disabilities Act (ADA) regulations. The public is also welcome to attend monthly MAC meetings which are usually held at (location). Call 635-2100 for more information.

The Central Indiana Regional Citizens League (CIRCL) is a not-for-profit group that encourages active participation in, and discussion of, a variety

*cont on page 20, see “Public Transit”*

## SERVICE "OPPORTUNITIES"

Ever think you could run a better bus company than IndyGo? Each month, a couple of hundred people do. They are riders who call The Transit Store at 635-3344 to vent their frustration over some aspect of IndyGo's service and IndyGo takes their comments very seriously. But consider this: IndyGo receives between 220 and 250 complaint calls a month, or a

total of 2,440 to 2,500 complaints per year. But, in that same year, IndyGo provides more than ten million passenger trips. That means their service complaint rate is actually an enviable three one-hundredths of one percent!

### ? DID YOU KNOW ?

*By the summer of 2000, all IndyGo buses will be wheelchair accessible. Most of them are already!*

"I'm not surprised," says Mike Peoni, MPO Acting Manager and occasional IndyGo rider. "I think the people who criticize IndyGo the most have never ridden a bus."

True, the vast majority of riders -- a whopping 99.7% -- are happy with IndyGo service, but what about those who aren't. What do they complain about most often and what does IndyGo do about it?

Here are the top three complaints IndyGo receives most frequently, along with the company's response.

#### #1: ON-TIME PERFORMANCE OR SCHEDULE ADHERENCE

A bus can be made late in a variety of ways, just as drivers in single occupant vehicles can. Road construction, accidents, railroad crossings and rush hour traffic can impact transit scheduling even though consideration of these factors is built into route timings. For this reason, when these elements are absent, buses can run ahead of schedule unless layovers are taken. During a layover, the operator stretches or gets some fresh air as a safety precaution while restoring his bus's on-time performance.

Others reasons for running off-schedule have to do with accommodating special needs passengers. Riders in wheelchairs, elderly people, families with small children, those who don't have their fares in-hand, and those arriving at the bus stop just as the coach is about to pull away all take a little extra time to serve. "Our drivers are constantly balancing individual passenger needs with the need to stay on-schedule," explains Mary Lynn Ricks. "If a bus is habitually late, definitely call 635-3344 to report it. Otherwise, please remember that



the Operator wants to be on-time more than anyone. His or her life is a lot easier when the schedule is maintained, so we appreciate your understanding and patience."

#### #2: PASS-BYS



Is there anything more frustrating than running to catch a bus only to have it pass you up? Well, yes, actually. You could be a bus operator who must keep focused on the road to insure passenger and surrounding vehicle safety.

He or she may not see someone running or, if they do, may not be sure the sprinter is headed for the bus stop. If no one is waiting at a bus stop, the operator may pass it by to stay on-schedule (see Complaint #1). "This is kind of the trade-off I mentioned before," says Ricks. "We recommend passengers arrive at the stop 5 minutes before scheduled arrival time to eliminate the possibility of a pass-by."

#### #3: STRESS REACTIONS

Let's face it. There may be the occasional crabby driver out there but, more often than not, you're probably just seeing a human reaction to stress. Operating a 40' bus and dealing with the public/traffic all day long can be extremely stressful. Stress can also come from passengers who vent their own day's frustration at the driver in ways that would shock the average person. Knowing this happens, IndyGo provides its drivers with the training and support they need to remain courteous, safe, friendly and professional. If you happen to witness an instance of discourteous behavior, report it by calling 635-3344. IndyGo will investigate.

To make sure that there is as little reason as possible for complaint, Road Supervisors are constantly traveling bus routes to check the timing and performance of IndyGo drivers. Still, IndyGo needs your help to constantly improve its service. Please report any incident of negative driver behavior or erratic bus operation to 635-334 so the problem can be solved. Also, feel free to use that number to report superior service and driver hospitality. "We always try to learn from our mistakes," says Ricks, "but we learn just as much from our successes."



### ? DID YOU KNOW ?

*IndyGo receives 2,440-2,500 comments a year out of 10,000,000 passenger trips -- an enviable comment-to-service ratio of 3/100ths of one percent!*

# TRANSIT STORE TIDBITS

IndyGo's newly remodeled Transit Store at 139 East Ohio Street (phone number: 635-3344) is kind of an amazing place. Here are a few of the more fantastic facts as Transit Store Manager Jeanie Chrisman sees them:

- The Transit Store serves two primary functions: as a information center and a ticket outlet.
- The Transit Store gets between 900 and 1,200 calls a day, 99% of which are requesting route information.
- The Transit Store serves a minimum of 500 walk-in customers a day.
- Only 8 people work at The Transit Store, including Jeanie herself.
- Of all tickets types sold by The Transit Store, including full- and half-fare versions of 31- and 7-Day Passes, 10-Trip Tickets, Single Trip Tickets and Open Door Passes, the 7-Day Pass which was introduced just last summer, is by far the fastest growing segment of the business.
- You need an IndyGo photo I.D. to enjoy a Youth, Senior or Person with Disabilities reduced fare rate.
- In October alone, The Transit Store issued 178 new photo I.D.s.
- In October alone, The Transit Store sold 623 full-fare and 641 half-fare 31-Day Passes, 1,238 full-fare and 160 half-fare 7-Day Passes, 378 10-Trip Tickets, 1,946 Single Trip Tickets and 190 Open Door Passes.
- A new \$2 Day Pass will be introduced in December and will be available at The Transit Store and on IndyGo buses.
- The Transit Store also serves as IndyGo's Lost & Found. Items left on buses end up there the next day, where Transit Store staff attempt to locate their owners.
- There has been a Transit Store at least 20 years and about 5 years at its present address.
- The Transit Store is located at 139 E. Ohio Street because of the "Ohio Loop", meaning that most downtown buses stop right across the street, promoting store usage as well as customer access and convenience.
- Last July, The Transit Store installed a 24-hour/7 day a

week automated voice mail system which can record complaints, questions or application requests anytime, day or night.

Route brochures and discount fare application forms can be mailed to

you from these requests.

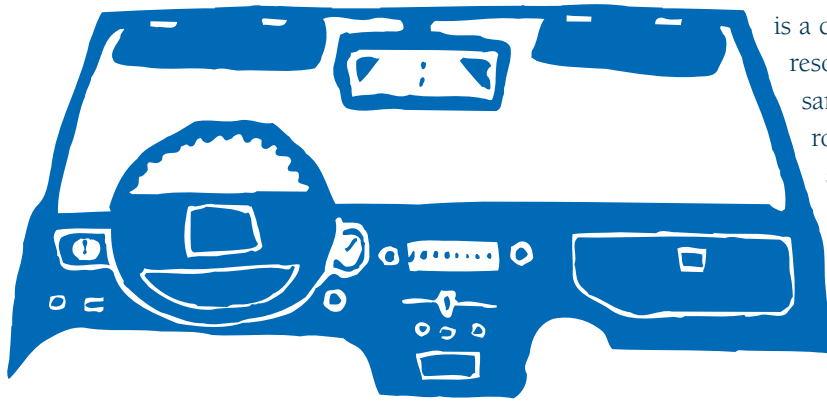
- The Transit Store is open for call-in business 7 AM to 7 PM weekdays and 9 AM to 4 PM Saturdays. Walk-in hours are 8 AM to 6 PM weekdays and 9 AM to 4 PM Saturdays.



## “PUBLIC” TRANSIT *(from page 17)*

of issues that affect the quality of life in central Indiana, including transportation and land use policies. In Spring, 1999, CIRCL published its Central Indiana Transportation and Land Use Vision Plan after 20-months of development, research and public forums. The plan investigates cost-effective, environmentally-sound land use and transportation

strategies, such as denser urban development and increased reliance on transit, for possible incorporation into local and region-wide planning. As such, CIRCL has offered strong support for a more flexible, expanded and responsive transit system throughout the region. For meeting and membership information, call CIRCL at 317/920-3460.



“Public Transit is a community resource in the same way roadways are,” says Mike Peoni, AICP, Acting Manager

### ? DID YOU KNOW ?

*The average  
IndyGo fixed route  
bus provides 22 rides  
per hour.*

of the Metropolitan Planning Organization which conducts its own extensive public outreach and participation program. “As such, it is completely appropriate and necessary for IndyGo to talk with, and listen to, the people it serves.”

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### **Metropolitan Planning Organization**

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